

### Abstract

The invention relates to a folding box (1) for displaying and/or packaging an article (90). The folding box comprises a rear wall (2), on which in each case one side wall (3), (4) is articulated laterally, a base flap (5) is articulated at the bottom and a rear flap (6) is articulated at the top. A collar (9) is articulated via the rear flap (6), this collar being located perpendicularly to the rear wall (2) and having a cutout (190), in which the article which is to be packaged can be positioned. The side walls (4) and (3) are positioned such that they can fix the article (90). Above the collar (9), a folding part (11), (10) is articulated on the respective side walls (4) and (3) via a respective scoring formation (111) and (110) such that the fold parts (10, 11) are positioned, if appropriate adhesively bonded, one above the other. The base flap (5) is located perpendicularly to the rear wall (2) and has two insertion noses (14, 15), which are each connected to the inside of the side wall (3), (4).

(Drawing for the abstract: figure 1)